

Mark Your Calendars
for 2004!

June 1	BRC Summer Office Opens
June 5	Work Spring Clean-Up
June 20	BRC Staff Orientation
June 27	BRC Opening 1st Session
July 11	BRC 1st Parent Visitation Day
July 20	Maine Wilderness Adventure
July 21	BRC 1st Session Ends
July 22	BRC Opening 2nd Session
July 31	Alumni & Board Day
August 1	BRC 2nd Parent Visitation Day
August 12	Maine Wilderness Adventure Returns
August 14	BRC for Boys Ends
August 17	BRC Family Camp Begins
August 22	BRC Family Camp Ends

It's
Easy to
Help BRC

Send a tax-deductible donation to BRC.

Promote BRC among friends, neighbors,
family, and colleagues.

Refer a prospective camper to BRC by
Email: birchrock@aol.com

OR

Website: www.birchrock.org

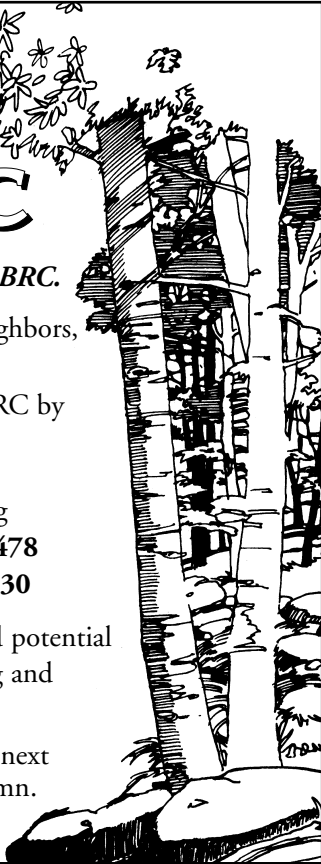
Summer phone: (207) 583-4478

Winter phone: (207) 741-2930

Host a gathering of BRC alumni and potential
campers with Directors Deering and
Mattson in attendance.

Send us news to include in the next
Birch Bark Alumni news column.

Visit on Lake McWain this summer!



ADDRESS CORRECTION REQUESTED

P.O. Box 148
Waterford, ME 04088

BIRCH ROCK CAMP



BOARD OF
DIRECTORS

- Becca Brewster
- Carol Brewster
- Seth Brewster
- Toby Brewster
- Barbara Cogswell
- Steve Cogswell
- Tom Clemence
- Jill Gaziano
- Michael Herzig
- Peter Herzig
- Fred Howard
- Michele Howard
- Helen Kazanjian
- Jeanne McDonald
- Bruce Rood
- Patty Rood
- Karen Shelnutt
- Bob Stone
- Bev Stone
- David Weeks



ACCREDITED
CAMP
American Camping Association

FALL

2003

THE BIRCH BARK

P.O. Box 148, Waterford, Maine 04088

Winter: (207) 741-2930

Summer: (207) 583-4478

birchrock@aol.com

www.birchrock.org

Rich Deering, Alumni Director • Michael Mattson, Camp Director

THE ALUMNI NEWSLETTER OF BIRCH ROCK CAMP



Cooking It with the Willoughby Brothers
of Lukas Foods, Inc.



By Richard Deering, Alumni Director '70s



Greg and Geoffrey Willoughby '70s

Biddeford, ME - Have you ever created a special homemade sauce that you know would be a best seller? Or do you have a favorite recipe from your mother's kitchen that you wish you could distribute in your local supermarket? Or perhaps you need help in tweaking a favorite dish that could be golden delicious? Well, the Birch Rock Community has the talented twosome who specialize and cater to all those who love food. Meet the masterminds: Geoffrey and Greg Willoughby of Lukas Foods, Inc. These two brothers provide experience, talent and their own heart-felt enthusiasm for formulating, producing and packaging specialty foods all over the world.

Innovation. Quality. Integrity: are the company's mantras. But as Geoff poignantly states it: "We take them on".....and they do! Lukas Foods (named after Greg's first son, Lukas '04) is an incubator of spe-

cialty foods. Founded in 1995, the company has developed more than 100 product formulas, taking a recipe from a client's kitchen and scaling it up to production levels in their FDA and USDA licensed production facility in Biddeford, ME. But, Lukas Foods is more than just a manufacturing incubator of food product development, it is a company committed to building relationships with a variety of unique food products that are quality and are not manufactured in the main stream.

As Chef Greg says: "Lukas Food is like a capital food venture capitalist. Some people come in and give us a recipe to embellish, produce and manufacture....We have a resource. We help people first with their ideas."

It was ideas and the creation of Greg's own Lobster Bisque that propelled a lifelong

dream of working together into action. As brother Geoff puts it: "Lobster Bisque was the piece of sand that really started the pearl."

After moving back to Maine from years of culinary training and experience in Boston and Europe, Greg entered his infamous Lobster Bisque recipe in the Maine Lobster Annual Promotion Cook off at the Governor's Mansion in Augusta, Maine. Mary Herman, then Maine's first lady, declared the bisque with a panel of discerning palettes the People's Choice award winner. The timing could not have been better. Brother Geoff was ready for a career change after a successful tenure of finance and consulting with Bank of Boston.

"Timing is everything." as Geoff exclaimed. "This was an opportunity to write my job off as it had run its course." And run they did. The dynamic duo pooled their resources and appropriated a little known USDA plant called Soups and Things in Biddeford who were looking for some buyers to resuscitate their fledgling business.

"Initially," chuckles Greg, "We were striving to become the Ben and Jerry's high quality products of soups and other good foods in the marketplace. Everything was from Maine. Our ingredients and talents...all Maine-made. High quality. Good stuff. We were even successful in distributing our products in Shaw's Supermarkets, Stop and Shops in Boston and Market Baskets."

"Our walk-ins were so tight that we had to use Mother Nature for our outside refrigeration in the winter," bellows Geoff. "I remember kicking the walk-in door to latch because we had so much product to keep cool and so little room to store it all." And the calls kept coming to the Willoughby Brothers from not only regional customers, but from all over the United States. Within a year's time, the Willoughbys were manufacturing Shrimp Creole, Jambalaya and Seafood Gumbo for a highly successful business in the heart of Dixie who couldn't keep up with the orders in their own facilities.

"Through a mutual business contact, our name got out there that we could do specialty food products that are unique and not part of the mainstream. We have a resource, the equipment and people to make it happen," says Greg.

As time progressed, Lukas Foods started to develop products for retailers, such as Trader Joe's, a chain of higher-end grocery stores and outlets nationwide. Trader Joe's might ask for a certain soup to be developed, or hors d'oeuvre, and the brothers will create and produce the goods for marketing under the store's label.

"The engine is running," exclaims Geoff. "Big clients are coming and we are providing the product and service they are looking for. More importantly, we are providing a space for our employees to grow."

Today, Lukas Foods employs up to 15 people, and the company plans to add 15 more in the next few weeks. However, providing a job for employees is not their primary focus. The Willoughby Brothers want their employees to leave work each day with more than a paycheck.

"We want our employees to have an opportunity to build self-esteem and provide a space for them to grow. *Help the Other Fellow* is part of our psychology. We promote a team concept. Not titles. We help our employees rebuild their lives," proclaims Geoff.

Clearly, Lukas Foods, Inc. is not the only catalyst that bond these two together in creating a creative and compassionate corporate culture for themselves and employees.

"Birch Rock taught us that we had no limits of what we could do. We could swim in cold water. We could build character...I remember overcoming a brutal head wind on the Rangeley Lakes with Dave Weeks leading the trip. I was tired. I had the worst sunburn of my life, but I kept paddling because I was encouraged to do my best... I loved Dave Weeks. I loved the campers who I was on the trip with, and I did not want to disappoint them, Dave or me," reflects Geoff.

Greg chimes in with a grin, "At Birch Rock, we were taught everything was possible. I was a kid who was responsible for inspection, climbing the Presidential Mountain Range and achieving more than I could ever imagine. The camp taught me the importance of being positive, and that made me happier and healthy...There was a magic for a brief period that has brought a sense of history and continuity for both of us."

And that magic continues for the Willoughby Brothers at Lukas Foods.



Mother Earth deliberately begins
To retire

Leaves offer brilliant splashes of color
Animals begin to change coats
Birds depart

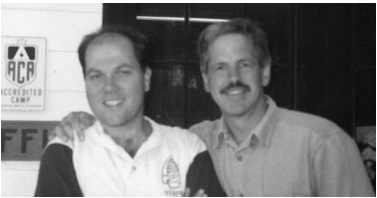
Small creatures scurry to fill their nests

Days abbreviate
Darkness intrudes
Quietness descends

Man too prepares his nest
He lingers over the past
He anticipates the future

A time to ponder
A time to reform

Autumn a time of opportunity
A time to harvest
A time to consider
new seeds



He can carry a tune like no other Birch Rocker we know. He can dance and move to any groove on the radio. He likes hockey, plays saxophone, and loves to listen and learn. He speaks three languages with great fluency and flair. He is a gypsy by nature who has spanned the globe and returned again and again. His personal notes and postcards are a trademark of him being Zen. He loves adventure, the wilderness and making his own peppermint tea. His warm embrace of people is like going from A to Z. He has a deep love and abiding affection for his family and friends. He is our mentor, master, and a lifelong friend. He is Mr. BRC - our beloved, infectious and loyal - David Claflin Weeks.

David was born on November 24, 1950 in Boston, MA. During the first years of his life David spent his time with his six brothers and sisters between Cuba and Belmont, Massachusetts. When David was in the USA, he attended Belmont Country Day School and graduated from the Middle School. While his family spent time in Cuba, his mother home schooled him along with his fellow siblings. After Fidel Castro took over Cuba, Dave and his family moved back to the States and he finished his education at Belmont High School in 1969. He attended Harvard University and completed his bachelor's degree in 1973. Later he went on to earn a Master of Education degree and a Master of Arts from Loyola College in Baltimore, MD.

David's association with Birch Rock began in 1971 when he was hired by Chief Brewster to teach canoeing and lead trips on the rivers and lakes of Maine. For three summers, David returned each season and paddled with campers on the Crooked and Saco Rivers, Richardson and Rangeley Lakes, and later expanded our trip program to include the Moose River and Allagash.

An Alumnus Profile

DAVID C. WEEKS: MR. BRC

Alumni Director Rich Deering with Dave Weeks, Director Emeritus

After Chief's passing in the summer of 1973, David was asked by Onie Brewster and Mike Deneault to become the Head Counselor of the Camp. His first summer was 1974 and he held that position until 1978.

Mike and Phyllis Deneault were the stewards of Birch Rock from 1975 until their retirement in 1979. By this time, Dave had received a lot of mentoring and training about the administration of the camp's operation. After a summer sabbatical to attend graduate studies, Dave returned to be the camp's new director for the summers of 1980 - 82.

Dave's comments on his summers as camp director can be found in **Birch Rock Camp, 1926- 2001, A Short History:**

Except for Albert in the kitchen and Omar Moxcey doing maintenance, my staff was mostly young that first summer. Head Counselor Jim Tsouvalos was new to Birch Rock: Lisa Pompeo was our nurse. Our reading specialist was Lisa Solferino: I intended to maintain Onie's fine tutoring program. I found myself busy with all kinds of issues - programs, maintenance, health, finance. When camp ended I was exhilarated at our accomplishments, and exhausted from the constant pressure.

By 1981 I had developed some recruiting momentum. The contagious BR spirit at regional meetings, along with personal referrals, increased enrollment for the 1981 and 1982. Referrals started coming from other camps and international camp placement agents.....

Birch Rock had a great energy during 1982. Programs ran smoothly, and I was able to spend time getting to know local people. This is how I first met Don Munn and Janice Walker, who owned Springer's Store then. We began a friendship that led to them becoming a part of the Birch Rock community, handling camp maintenance now for twenty years.

David left Birch Rock in 1983 after Chief and Onie's grandson, Ben Brewster, took over the reigns of the camp. He pursued a beautiful young lady from Quebec City, Marie Despres whom he had met through a cousin. Marie and Dave were married in the center of Old Quebec City in June of 1985 with family, friends and Birch Rockers from all over the world.

He returned to Birch Rock to serve on the camp's board in a variety of positions, while his old campers and friends assumed the operational duties of the camp.

For the past twenty years David has been teaching at the Glenelg Country School, a private school in the Washington-Baltimore area. He teaches humanities and coordinates all community service projects for the students. He can also be found at Birch Rock sporadically throughout the summer taking boys to the Crooked River on an overnight trip, teaching rowing techniques on the Lake McWain, and bringing a fresh tenor of musical lyrics to Birch Rock's eclectic repertoire of songs.

The proudest accomplishment of David's life is his family. He and his adored Marie are the distinguished parents of three outstanding Birch Rockers: William, age 17; Sebastian age 15; and Robert David, age 12. The Weeks Family resides in Ellicott City, Maryland.



The Weeks Family: (L to R) Sebastian, David, Marie, William & Robert David



A View From The Top

By Mike Mattson, *Camp Director*

When you have spent as many summers at Birch Rock as I have the memories tend to blend together from time to time...so the question: What kinds of things happened this summer that stand out?

I should start at the top with our new Head Counselor, CJ Nesher. An eleven-year veteran, CJ was organized, enthusiastic, and creative leading our daily program. He did a great job making sure that everyone was having fun from the oldest staff member down to the youngest camper. We thank CJ for his hard work positive energy, and of course, for helping make it such a great summer.

We had 115 campers attend BRC from all over the world. In fact, twelve percent of our campers were from outside the United States, most of those hailing from the Dominican Republic and France. When you have a small community like our's, twelve percent is a lot. These boys were all awesome, and the culture that they brought into our community was a great bonus. Where do the American campers come from? Many are from New England and the Mid-Atlantic Region and also from Florida, Illinois, Arizona, and California. Our community is from all over during the off-season but during the summer we're all one family from one home, Birch Rock.

One thing that remains true year after year is the Birch Rock staff. I have always felt that the most important thing at camp is our staff. If the staff is happy and well-managed the entire place will run like a well-oiled machine. The 2003 staff was dedicated, excited, and experienced. Many of our staff were campers for many years at the Rock and have decided to give back what they learned to the next generation of campers. In fact, the total cumulative summers amongst our staff members was 235 seasons. That is an average 7.3 summers per staff member. Amazing! The staff did an excellent job, and we thank them for all their hard work!

A couple other important things of note from this past summer: We had a number of third and even fourth generation Birch Rockers. There were over 19 sets of brothers. A record long distance swim program - including 21 Seals and a solo Whale, Matt Clifford - was masterfully led under the watchful eye of our veteran Waterfront Director Josh Pincus - our sincere thanks.

A GOOD TIME WAS HAD BY ALL!

Birch Rock 2002



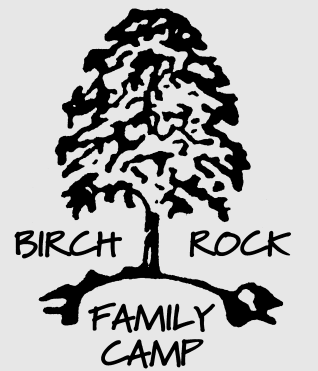
Birch Rock Family Camp
on top of Mt. Tiram



ALUMNI NEWS...

If you enjoy watching home design shows, you can catch the talents of Birch Rock's own **Evan Farmer** '80s as host of *TLC's While You Were Out*. A graduate of Tulane University, Evan is a talented musician who toured with the hit Russian pop rock group Na-Na all over Europe. His acting and popular screen performances earned him credits for his guest-starring rolls on the television series *JAG*, *Austin Powers 3 with Robert Wagner*, *Shaft Returns with Samuel Jackson* and a recurring role on CBS' *The Guiding Light*. Evan is well-known for his portrayal of heartthrob Jerry O'Keefe in MTV's smash-hit, *2GE+HER* and its accompanying soundtrack album together went platinum worldwide. Evan frequently guest hosts for Carson Daly on *Total Request Live*. A native of Baltimore, MD, Evan now lives and commutes between LA and NYC...Former Head Counselor **Thomas Joyce** '90s-02 is working at a new boarding school called *Franklin Academy* in the Fairfield County District of CT. The school specializes in students with non-verbal learning disabilities...**Jason Bentsman** '90s is living in the Big Apple and working on a television series for TLC. This summer he had an independent film accepted to the *Ithaca Film Festival*...**Vladik Dorjets** '80-90s received a Master's in International Relations for John Hopkins and is now working on international utility reform for Deloitte Emerging Markets in Washington, D.C. His work has taken him overseas to Jordan and Scotland...The New Hampshire chapter of the National Football Foundation and Hall of Fame presented **Jim Marrion** '50-70s with its *Andy Mooradian Award* for "distinguished contributions to football" in the Granite State. Jim and his lovely wife Connie dedicated themselves to the BRC Community for almost two decades. Jim has been the Athletic Director and Varsity Coach of the Cardigan Mountain School in New Canaan, NH for the past 35 years. *Congratulations, Coach!*...**Edward Stone** '30s recently retired as assessor and the oldest elected official in Wakefield, MA...**Kisuk Cheung** '40-50s recalled his fond memories working for Chief and Onie Brewster in the mid-50s while attending Kimball Union Academy and Dartmouth College...**Steve Cogswell** '70s has taken a new position as Vice President of Business Development for the *Marketing Store Worldwide* in Chicago. He and his charming wife **Barbara B** '00s are the proud parents of veteran Birch Rock Camper **Christopher** '00s. Brother **Nicholas** will be joining us on Lake McWain this summer...**Chris "Kit" Carson** '70s and his wife Lauri just moved to Winthrop, ME. Kit is the school resource officer for the town's police department. He also was activated by the Coast Guard Reserve during Operation Enduring Freedom this past year. Chris and Lauri worked the past two seasons as counselors at the Rock. They have two Birch Rockers, Matt and Tom.

Join Us



2004

Aug 17 - 22

Waterford - Family Camp Directors Toby & Becca Brewster along with the talented BRC staff cordially invite you to join us for our 4th Season of BIRCH ROCK FAMILY CAMP. Experience a combination of recreation and fun with your family and friends, and enjoy the beautiful Maine woods on Lake McWain! Family Camp is designed to retreat and relax from the "work and school" world and rediscover one's enthusiasm for lifelong learning. There's plenty of "down home" cooking, children & adult activities and family opportunity to hike, bike, swim, canoe or just take time out to enjoy! Family Camp is also a wonderful introduction to the Birch Rock Community!!

All ages are welcome...and we hope that you can be part of our season this summer. For more information:

www.birchrock.org or
(207) 741-2930

